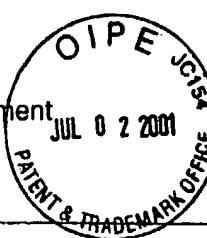


List of Patents and Publications for  
Applicant's Information Disclosure Statement

APPLICANT: Lala, R. et al.

(Use several sheets if necessary)

FILING DATE: May 01, 2001 GROUP:2152

Reference Designation **US PATENT DOCUMENTS**

Examiner Initials	Document Number	Date	Name	Class/Subclass	Filing Date (If. Appro.)	Technology Center 2100
u	AA 6,009,411	12/28/99	Kepecs	705/14	11/14/97	JUL 06 2001 Technology Center 2100
u	AB 5,950,173	09/07/99	Perkowski	705/26	05/12/97	
u	AC 5,915,243	06/22/99	Smolen	705/14	08/29/96	
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u	AG 5,664,723	07/01/97	Deaton et al.	395/214	01/04/94	
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**OTHER ART (Including Author, Title, Data, Pertinent Pages, etc.)**

u AI Sumner, I. "Web Site Novelties Can Bring PR Opportunities", Marketing, pp.31, 17 June 1999 Haymarket Business Publications

u AJ Kumar, M. et al. "Sales Promotions on the Internet" Proceedings of the 3<sup>rd</sup> USENIX Workshop on Electronic Commerce, pp. 167-176, Published: Berkeley, CA, 1998

u AK Nelson, K. "Marketing Meets Automation to Increase Sales", Business Marketing, vol. 83, no. 9 pp. 47, Sept. 1998

Examiner

Date Considered

8/6/04

Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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